



# GUIDELINES FOR SPONSORED SOCIAL MEDIA CONTENT



## BEST PRACTICES

- Most impactful messaging will be geared towards our industry and members. Tailor messaging specifically to the MPI audience to increase engagement.
- Write in active voice with action-oriented copy. Use 1-2 sentences per paragraph. Write copy that is concise and can be scanned in 5 seconds or less.

### GREAT EXAMPLE:



*This example uses a clean graphic that clearly caters to meeting and events as well as body copy unique to our audience.*

- Copywriting, tone of voice, visuals, photos and videos should be aligned with [MPI brand guidelines](#) and avoid overly edited or text-heavy images; photos with people naturally attract more engagement. In short, simple is best. [Access MPI's brand guidelines here.](#)
- Sponsored posts should utilize MPI's preferred hashtags, as well as one additional from sponsor:  
#Eventprofs #MeetingProfs (always include both)  
+ 1 additional hashtag

## SPECS AND CADENCE

- MPI has a total of four sponsored social content opportunities.
- Content will always be posted within 30 days of submission from Sales team and will adhere to weekly content schedule.
- Sponsored content will be shared on Tuesdays, Saturdays, and Sundays unless a sponsor has elected for primetime deployment.
- Full copy must be included in submission as well as any photos or videos formatted in these dimensions:
  - Images sized 1200 x 630 for Facebook, Twitter and LinkedIn
  - Images sized 1080 x 1080 for Instagram post
  - Images sized 1080 x 1920 for Instagram and Facebook stories
- **Sponsored content will be delayed if all assets and copy are not approved two days before the scheduled deployment.**

## OFFICIAL SOCIAL HANDLES

@MPI (Facebook, LinkedIn, Twitter)

@meetingprofessionalsintl (Instagram)